

**Welcome Speech by
DR JOSIAH ADUDA
DEAN, SCHOOL OF BUSINESS
UNIVERSITY OF NAIROBI
5th AIBUMA 2014 annual conference
Thursday, 10th July 2014, 9.00am**

The Guest of Honour, Your Excellency Dr. Evans Kidero- Governor, Nairobi County,
Hon, Ann Waiguru, Cabinet Secretary, Ministry of Devolution and Planning
Professor George Magoha, the Vice Chancellor; University of Nairobi,
Professor Isaac Mbeche, Deputy Vice Chancellor (Student Affairs), UON
Professor Lucy Irungu, Deputy Vice Chancellor (RPE) - University of Nairobi,
Professor Peter Mbithi, Deputy Vice Chancellor (Administration and Finance) UON
Professor Henry Mutoro, Deputy Vice Chancellor (Academic Affairs) UON
Professor Enos Njeru, Principal, College of Humanities and Social Sciences- UON

Distinguished Speakers, Delegates, Colleagues, students, Ladies and gentlemen,

Good morning and welcome to the 5th annual AIBUMA conference of 2014.

To our eminent speakers, delegates and guests who have travelled for miles crossing lands and seas to be with us here today, I salute you and say to you all Karibuni!

Welcome to our beloved country Kenya, welcome to the 9th top university in Africa, welcome to the top university in East and Central Africa- the University of Nairobi which is also the home of the 6th best ranked School of Business in Africa.

Let not the cold weather of Nairobi or Lower Kabete disorient you as to our warmth and hospitality. You are all warmly welcome.

As a school, we are indeed honored by your presence. The colorfulness and diversity of the various participants from different nations present here today, bears witness to the fact that ours is truly an international conference.

It is my prayer that the conference will be value adding to all, highly educative, contribute to existing knowledge, pragmatic, memorable, and carve out a space in the history of academia and corporate world, as truly an event not-to-be-missed.

Background

Chief Guest and Distinguished Participants,

The broad aim of the AIBUMA annual conferences, which began in 2010, is to provide an international platform for academics, business executives, government officials and the public from different corners of the world to share and exchange ideas on how to apply global best practices in business and management in emerging economies.

Conference Theme

Chief Guest and distinguished participants,
The theme of this year's conference is "Business Ethics and Corporate Social Responsibility: The Way Forward for Emerging Economies". The theme was selected on the understanding that sustainable development of the emerging economies will depend on how prepared they are in tackling the contemporary issues of business ethics and corporate social responsibility among others.

In the next two days we will have an opportunity to listen to and interact with renowned and respected Chief Executive Officers, practitioners and thinkers in the arena of management. They will share with us their experiences and thoughts within the framework of the conference theme. We will also pin down our ears to listen to the voices of researchers presenting academic research papers from a cross spectrum of business disciplines.

Business Ethics and CSR for Emerging Economies

Chief Guest and distinguished participants,

Business Ethics and Corporate Social Responsibility [CSR] are issues of growing concern to the world. Corporate governance and transparency issues have also increasingly moved to centre-stage of management thought. CSR deficiencies and business ethics abuses and transgressions in emerging economies and beyond may be more widespread and more tolerated, less obvious and more part of the 'normal' business scene. Quantifying the same is currently impossible given the local legislative and regulatory frameworks and the scarcity of active and independent advocates for the same.

The concept of corporate governance used to be a preserve of the West, but is gradually impacting and permeating into developing countries. The practices adopted by businesses in emerging markets in coping with challenges propelled by increasing demands for businesses to conduct their businesses ethically and treat all stakeholders equitably and justly and manifest in their behavior the sense of responsibility towards the society, reveals many of the "new dynamics of management" that are to be discussed in this conference.

The air-waves, literature and records are awash with details of the damage and destruction caused by many corporate scandals in the world. These have been extensively-publicised.

Financial scandals and fraud have been sending shock waves throughout the Kenyan economy and beyond, with billions of dollars simply disappearing into thin air.

Corruption, the abuse of human rights, the lack of data protection, financial fraud, copyright piracy, low levels of transparency, workplace discrimination, oppressive economic laws, absence of fair competition, poor levels of corporate governance, lack of respect for intellectual property, the perpetration of monopolies and the tolerance of leaders and managers of dubious accountability and respectability are just but a few of the ills suffocating the corporate world. The list is endless.

Chief Guest and Distinguished participants,

We may ask, What business ethical issues are most prevalent in our economies that should be the concern of the players and stakeholders in the public and private sectors? What is the current practice in emerging economies? What is the experience in other parts of the world? What frameworks, institutions, measures and practices should be in place to confront these challenges? Do we need to borrow or coin our own solutions to address, monitor, evaluate and report on ethical issues and CSR in the corporate world? Can we ride on the experience of others or look for our own appropriate solutions? These are some of the questions that need to be answered. I know the debate has started even as I speak.

Chief Guest and Distinguished participants,

I am very pleased and delighted to note that many executives holding senior leadership positions are attending this conference. This bodes well for the future of Business Ethics and CSR for Emerging Economies worldwide.

Conference Outcomes

Chief Guest and Distinguished Participants,

The AIBUMA 2014 conference shall not be just another “talk shop”. By the end of this conference, we intend to formulate a set of recommendations based on the discussions

during the conference. All the papers presented at the conference shall be published in the AIBUMA 2014 conference proceedings and selected high quality papers shall be published in the African Journal of Business Management, Volume IV titled, "Best Practices For Business Ethics and Corporate Social Responsibility for Emerging Economies".

Recognition of Planning Committee Members and Sponsors

Chief Guest and Distinguished Participants,

At this juncture, I take this opportunity to acknowledge our guests and key note speakers for accepting our invites and finding time to share their experiences during the two days.

I thank the AIBUMA 2014 Committee, ably chaired by Dr. Mary Kinoti for working beyond their call of duty to organize this conference.

I acknowledge the support received from the Vice chancellor and the Management of the University of Nairobi, the MD and staff of the University Enterprises and Services (UNES), the College of Humanities and Social Sciences and the School of Business Management and staff in the preparation of this conference.

I also acknowledge all our partners and exhibitors who include: the Standard Media Group, KASNEB, University of Nairobi Alumni Association, and UNES Bookstore.

Last but not least, I acknowledge the Kenya Television Network (KTN) for partnering with the school of Business in publicising the conference and who will be airing the proceedings of this conference live on TV during the next two days.

As I conclude, I encourage all the distinguished delegates to participate actively in the discussions over the next two days.

I wish everyone a successful and fruitful conference.

To all of you, once again I thank you for coming, welcome to AIBUMA 2014 conference, welcome to the school of business and enjoy the conference.

Thank you.

I now invite the Principal, College of Humanities and Social Sciences, Prof Enos Njeru to make his remarks and then Invite Prof peter Mbithi to make his remarks and then invite our chief guest, H.E Dr. Evans Kidero to make his remarks and then officially open the conference.